



## AUDIENCE PERCEPTION OF MULTI-MEDIA APPROACHES TOWARDS HIV/AIDS CAMPAIGN IN SOUTH-SOUTH NIGERIA

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### ABSTRACT

*HIV/AIDS campaigns in Nigeria have been intensely vigorous in recent times. They have employed the synergy of several media in the fight against stemming the pandemic. The application of these multi-faceted media approach is borne out of the need to reach as much of the population as possible. Multimedia has had an enormous impact on education, information and entertainment through the features of interactivity and 'virtualness' which this study has confirmed makes the message better understood and appreciated. In appraising the extent to which the uses of these multimedia approaches have achieved desired objectives, the study used a sample of 240 respondents drawn through a multistage approach. The mode of appraisal was through the survey and some elementary experimentation. Data was analyzed using the simple percentage to appraise the level of multimedia involvement in the campaigns, and Pearson 'r' and Chi Square to ascertain if there are significant relationships and differences between the objectives of the campaigns in conventional and multimedia forms. The study thus concluded that multimedia approaches are better appreciated by the respondents as having the potentials to disseminate the message, maintaining that significant relationships exist between what people expects in these multimedia designs and the level of effectiveness of these designs which have been argued to be quite successful in the campaign against HIV/AIDS, as well as that differences exists between the offerings of conventional media designs and multimedia variants, with the latter getting better ratings.*

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**Keywords:** Audience perception, Multimedia approaches, HIV/AIDS campaign.

## INTRODUCTION

In the conclusion to the National Youth Service Corps (NYSC) Reproductive Health & HIV/AIDS Prevention Project Manual [UNICEF/NYSC \(2003\)](#), it was established that “AIDS is killing us in Africa”; that as a pandemic, it is “the world’s most deadly undeclared war, and Africa has so far born its brunt” (p. 62). However, recent media campaigns in this regards as evidenced in the streams of exposures, are suggesting otherwise in the sense that there is a declared media war costing billions in whatever currency. Several media strategies and media vehicles have been evolved in this regards, which amplifies the position of Carol Bellamy, UNICEF Executive Director, when she echoed that “global success in combating HIV/AIDS must be measured by its impact on our children and young people” in the area of the quantum of information they need and at their disposal in fighting the scourge. Providing information in varied forms have proven a challenge that is being met especially in Nigeria by the efforts of donor agencies such as UNICEF, The Gates Foundation and countless other non-governmental organizations. Television and radio stations across the country beam signals depicting abstinences as the best approaches towards cure and prevention in much the same way as the print media carry, most times, free messages informing the public on how best to prevent and treat the menace. These, thus, establish that HIV/AIDS awareness is very present in Nigerian with a sero-prevalence rate strong among the youth between 15-29 years. Since global attention was drawn to the identification and spread of HIV/AIDS in 1983, the media has been awash with claims and counter-claims on the debilitating scourge. The focus of the media glitz has been on creating awareness, prevention and management of HIV/AIDS. Invariably, the world acknowledges the devastating effects of the HIV/AIDS pandemic. Consequently in Nigeria, governments and non-governmental organizations have come together – some for selfish [financial] ends and others for purely altruistic purposes to generate needed awareness and campaign against the spread of this global scourge through every available media.

However, as noted by [Anyanwu \(2007\)](#) in a behaviour related survey, it was discovered that the traditional/general anti-HIV/AIDS health promotion programmes were making little or no impact on the campus communities of tertiary institutions, in altering high risk behaviour patterns among this dominant youth population who constitute about 92 percent of the campus population. From the electronic to the print media, several approaches have been used and continued to be used, in these health promotion programmes. In most recent times, however, multi-media designs have been employed to help convey HIV/AIDS messages. Multi-media approaches, especially with the explicit characteristics of interactivity and ‘virtualness’ provides tempting options at educating, informing and entertaining while not losing trace of the value of the message. This, thus, helps in serving the very specific objectives of getting the message to the intended consumer in such a way that the message is better understood, appreciated and internalized towards the goal of eliciting desired responses.

## LITERATURE REVIEW

Multimedia approaches involve full integration of computers software into the message designing processes which involves a combination of texts, sound, pictures, animation and video. These attributes make multimedia application the preserve of learning software and reference application, and when tied to designing messages for HIV/AIDS control and prevention, provide the most potent of tools for campaign development. Hyperlinks bring in some form of predefined associations that enable users to switch between media elements and selected topics. Ditto (2007) observed that when thoughtfully harnessed, “multimedia can enhance the scope of presentation in ways that are similar to the roving associations made by the human mind” as “connectivity provided by hyperlinks transforms multimedia from static presentations with pictures and sound into an endlessly varying and informative interactive experience”. He maintained that:

Multimedia applications are computer programs; typically they are stored on compact discs (CD-ROMs). They may also reside on the World Wide Web, which is the media-rich component of the international communication network known as the Internet. Multimedia documents found on the World Wide Web are called Web pages. Linking information together with hyperlinks is accomplished by special computer programs or computer languages. The computer language used to create Web pages is called Hypertext Mark-up Language (HTML). Multimedia applications usually require more computer memory and processing power than the same information represented by text alone.

In organizing the multimedia elements, a framework that encourages the user to learn and interact with the information is necessary; these include pop-up menus, small windows, scroll bars, hyperlinks which comes in different colours, and underlined text or icons. The whole idea about multimedia is all inconclusiveness that is having all the attributes of various media of mass communication in one, and using this to greater advantage.

Ditto (2007) in underpinning the importance of multimedia approaches towards designing and dissemination of messages noted that it has enormous impact on education, as multimedia stimulated operations help in getting things done more appropriately, hence messages designed for HIV/AIDS could well benefit from these. This form of education provides value for entertainment and information. Expectedly, consumers of such multi-mediated messages should benefit from these rich rein of forms and adhere to the messages designed in such multi-media forms. In the campaigns against the dreaded pandemic, several designs have been evolved to help the process. Moriarty *et al.* (2009) aptly noted that audience generally are involved with multiple forms of media, hence the need to integrate the various attributes of the various media together as one, and promote multimedia approaches. Audiences want the best of each served in one piece – audio,

pictures, quality, interactivity, virtual world, storage, retrieval, sharing. The idea as canvassed by the authors above is to serve consumer needs better and reach more receptive audiences. Vivian (2009) identified the idea of multimedia trailing which is used most often to complement and reinforce expensive advertisements in other media forms. Trailing in itself is the condensed form of the original advertisements which has been exposed in any of or a combination of the following conventional media: billboards, newspapers, magazines or television and radio. A campaign, according to Moriarty *et al.* (2009) is a set of advertisements developed as part of an advertising plan with variations in the campaign themes, and could be used in different media at different times for different segments of the audience. They argued further that advertisers set objectives measurable as successful if the advertisements are able to create an impression, influence the audience to respond in the desired direction, and set the brand(s) apart from competition (p.248).

Belch and Belch (2004) posit that campaign focuses on a central theme or idea that should appear in different forms and media. This idea as expected should be strong and central to the message being communicated in all the advertising and other promotional activities. Campaigns generally are strategic and synergic if they are to achieve results. For HIV/AIDS campaigns in Nigeria and as available in the south-south geo-political zone, the dominant theme are abstinence, staying HIV/AIDS negative, sticking to one sexual partner, and appropriate use of condoms. Consequently, advertisements that elicit responses in this regards are regarded as successful. The campaigns are channelled through various media vehicles as billboards, television, radio, below-the-line measures and the Internet. The ultimate objective is to ensure an AIDS-free society more especially in the absence of a cure for the pandemic.

### **Theoretical Framework**

Framing, as an offshoot of the agenda Setting model, is the theoretical foundation of this study.

McQuail (2005) attributed the origin of framing to the efforts of Goffman where he argued that a frame is needed to organize otherwise fragmentary items of experience and information together to make sense, for better audience appreciation. He maintained further that the audience is thought to adopt the frames of reference offered by the designers of the message and to see the world in a similar way which is quite related to priming and agenda-setting McQuail (2005).

Evidently, Entman (1993) canvassed the point that framing involves selection and salience of the variables that comprise the design of the message streaming along the lines of problem defining, diagnosing causes, making moral judgments and suggested remedies in terms of the large number of textual and contextual devices, choice of films or pictures to depict and how to deploy these variables in message creation. In relation to agenda setting, messages that are intended to influence public opinion and sway them towards the message, should be properly defined and designed especially against the context that textual devices and pictorial components of messages need to be synergized. Multi-media messages of HIV/AIDS campaigns, if well framed, should provide better

interactivity than the conventional media; hence the need to appraise its perception by target audiences in this regard.

### **Problem Statement**

Consequent on the above, especially with the advent of newer technologies in the processes of designing and communicating media messages, there is the tendency to suggest and with very high expectations that applying and adapting multi-media approaches towards such campaigns will yield excellent results. The application of these multi-faceted media approach is invariably borne out of the need to reach as much of the population as possible. Multimedia, since established, has had an enormous impact on education, information and entertainment through the features of interactivity and 'virtualness'.

Equally, against the backdrop of the theoretical framework which underscores how framing can induce responses to the stimuli in the instrumentality of setting agenda for the public, this study appraises the extent to which the uses of these multimedia approaches and designs have achieved desired objectives among the people of the south-south geopolitical zone of Nigeria when compared to previous media campaigns where the full complement of multimedia elements are not present.

### **Hypotheses**

The following null hypotheses and their alternate forms were tested in the course of this study:

H<sub>1</sub> There is significant relationship between the effectiveness of multi-media approaches to HIV/AIDS campaigns and audience perception of the media in the south-south geopolitical zone of Nigeria.

H<sub>0</sub> There is no significant relationship between the effectiveness of multi-media approaches to HIV/AIDS campaigns and audience perception of the media in the south-south geopolitical zone of Nigeria.

H<sub>2</sub> There is significant difference between audience perception of HIV/AIDS campaigns in the conventional media and current multi-media campaigns approaches in the south-south geopolitical zone of Nigeria.

H<sub>0</sub> There is no significant difference between audience perception of HIV/AIDS campaigns in the conventional media and current multi-media campaigns approaches in the south-south geopolitical zone of Nigeria.

### **METHODOLOGY**

A cross-sectional survey involving the recruitment of study participants from the general population in south-south Nigeria was used. The populations in these states - Akwa Ibom, Bayelsa, Cross Rivers, Delta, Edo and Rivers States - are ethnically heterogeneous. A multi-stage

probability sampling method was used for the selection of the samples; these involved the quota and purposive techniques. Each state was assigned a quota of 40 respondents and these were drawn purposively on the basis of exposure to multimedia and traditional media designs for HIV/AIDS messages.

At the end, a total of 240 individuals aged 15 - 46+ were administered copies of the questionnaire. After editing, eight were found to be improperly administered and, therefore, were excluded from the analysis. Additional 21 copies of the questionnaires were dropped because the respondents who claimed knowledge of multimedia messages could not provide responses to some other related issues raised. The analysis is, therefore, limited to 211 responses from the general population. The copies of the questionnaire, which were administered with the aid of research assistants, contained structured items directed at eliciting responses on the level of exposure to these multi-media designs, acceptances of these designs and the quality of these designs. Testing of the first hypothesis was with the Pearson Moment Correlation while the second hypothesis was through Chi square, to establish relationships and differences. Before testing the hypotheses, the simple percentage was used to aggregate data. All analysis were done at a significant level of  $p < 0.05$  which gives room for variability and reliability.

## ANALYSIS AND DISCUSSIONS

Analysis and discussions were done in relation to the stated hypotheses which evaluated significant difference between audience perception of various forms of campaign media and the relationship between appreciation of conventional and multimedia approaches. This is done in consideration of the socio economic characteristics of the respondents.

**Table-1.**Percentage distribution of respondents’ socio-economic characteristics

<b>Characteristics</b>	<b>Frequency of responses</b>	<b>% of responses [N=240]</b>
<b>Sex</b>		
Male	155	64.59
Female	85	35.42
<b>Age</b>		
< 15	21	8.75
16 – 25	57	23.75
26 – 35	89	37.09
36 – 45	53	22.09
46 and above	20	8.34
<b>Level of education</b>		
None	6	2.5
Primary education	43	17.92
Secondary education	97	40.42
Tertiary education	94	39.17
<b>Place of residence/study</b>		
Rural areas	58	24.17

Urban areas	182	75.84
<b>Awareness of multimedia approaches</b>	211	87.92

In terms of sex distribution as depicted in the table above, 64.6% of the total administrable sample size for the study was males as compared to 35.4% which were females. Over a third of the respondents were aged between 26 and 35 years and predominantly males. This characteristic amplifies the validity of the study result as an earlier study by [Obukoadata \(2004\)](#) has revealed that significant relationship exists between sex distribution and appreciation of information technology; that males are more than likely to spend their time using information technology facilities than females. Those aged between 16-25 years were 23.8%; 36-45 were 22.1%; less than 15 years were 8.8%, while those above 46 years were 8.3%. Educationally, more than a third (40.42%) had secondary education, 39.2% had post secondary education, and 17.9% had only primary education, while 2.5% did not have any form of education. It is instructive to assert here that responses from those without any form of education were not considered in subsequent analysis. The sample was heavily more urban (75.8%) than rural (24.2%), which was although not intentional on the part of the researchers, served the purpose of the research as those in the urban areas are likely to be more prone to frequent exposure and hence better perception and appreciation multimedia designs than rural dwellers.

Awareness for multimedia approaches to HIV/AIDS campaigns recorded 87.9%. This figure later formed the basis for further analysis of data and interpretation of results.

**Table-2.**Percentage distribution of respondents’ perception of campaigns

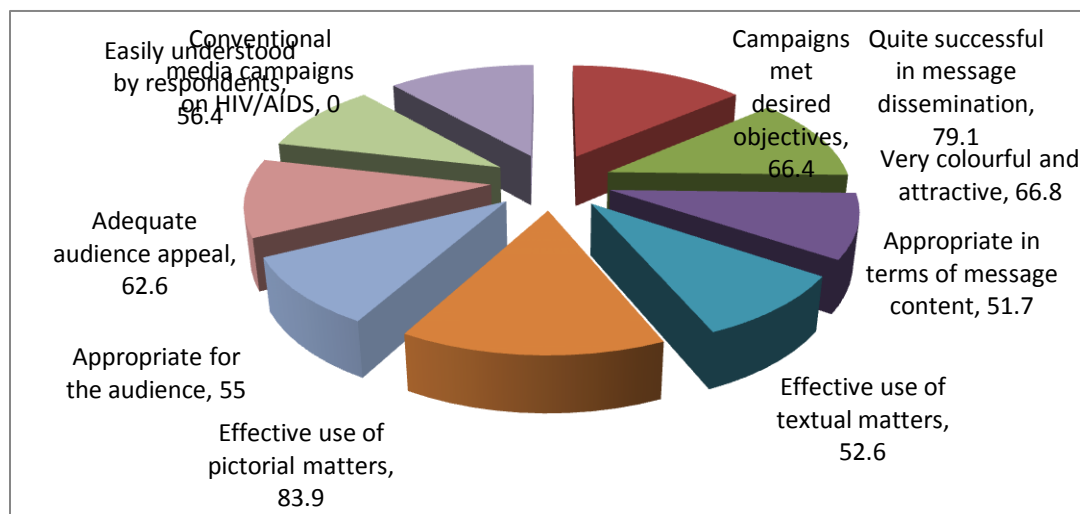
Characteristics	Frequency of responses		% of responses [N=211]	
	Yes	No	% [Yes]	% [No]
<b>Conventional media campaigns on HIV/AIDS</b>				
Quite successful in message dissemination	79	132	37.4	62.6
Very colourful and attractive	58	153	27.5	72.5
Appropriate in terms of message content	133	78	63.00	37.00
Effective use of textual matters	143	68	67.8	32.2
Effective use of pictorial matters	67	144	31.8	68.2
Appropriate for the audience	75	136	35.5	64.5
Adequate audience appeal	64	147	30.3	69.7
Easily understood by respondents	149	62	70.6	29.4
Campaigns met desired objectives	158	53	74.9	25.1
<b>Multimedia campaigns on HIV/AIDS</b>				
Quite successful in message dissemination	167	44	79.1	20.9
Very colourful and attractive	141	70	66.8	33.2
Appropriate in terms of message content	109	102	51.7	48.3

Effective use of textual matters	111	100	52.6	47.4
Effective use of pictorial and audio matters	177	34	83.9	16.1
Appropriate for the audience	116	95	55.00	45.00
Adequate audience appeal	132	79	62.6	37.4
Easily understood by respondents	119	92	56.4	43.6
Campaigns met desired objectives	140	71	66.4	33.4

Table 2, as enhanced in the pie chart below, shows respondents' appreciation of various streams of campaigns on HIV/AIDS. In terms of conventional media campaigns, 74.9% of the respondents felt that the campaigns met their objectives which are identified later in this work; 70.6% maintained that the content of the campaigns were easily understood by the respondents; 67.8% argued that the campaigns effectively used textual matters while 63% are of the view that campaigns were quite appropriate in terms of message content.

However, 69.7% of these respondents felt that these campaigns do not have adequate audience appeal which aligns with the 72.5% who maintained that colours employed were not very attractive. This probably would be the basis for the superiority of multimedia approaches. Sixty-eight point two (68.2%) of the respondents said that conventional media campaigns did not effectively use pictorials as most of the pictures/visuals used were in two-dimension (2D), which thus gives a flat view of the pictures as compared to three-dimensional (3D) quality of multi-media offerings. Another 64.5% thought that the use of the conventional media was not sufficiently appropriate for the audience; this could be explained by the distribution of sex and age of the respondents who are more urban, educated and adapted to multimedia concepts. These positions buttress their conclusion that conventional media campaigns were not as successful in message dissemination as were the multi-media varieties. This does not detract from whatever success the campaigns had recorded prior to the employment of multi-media approaches.

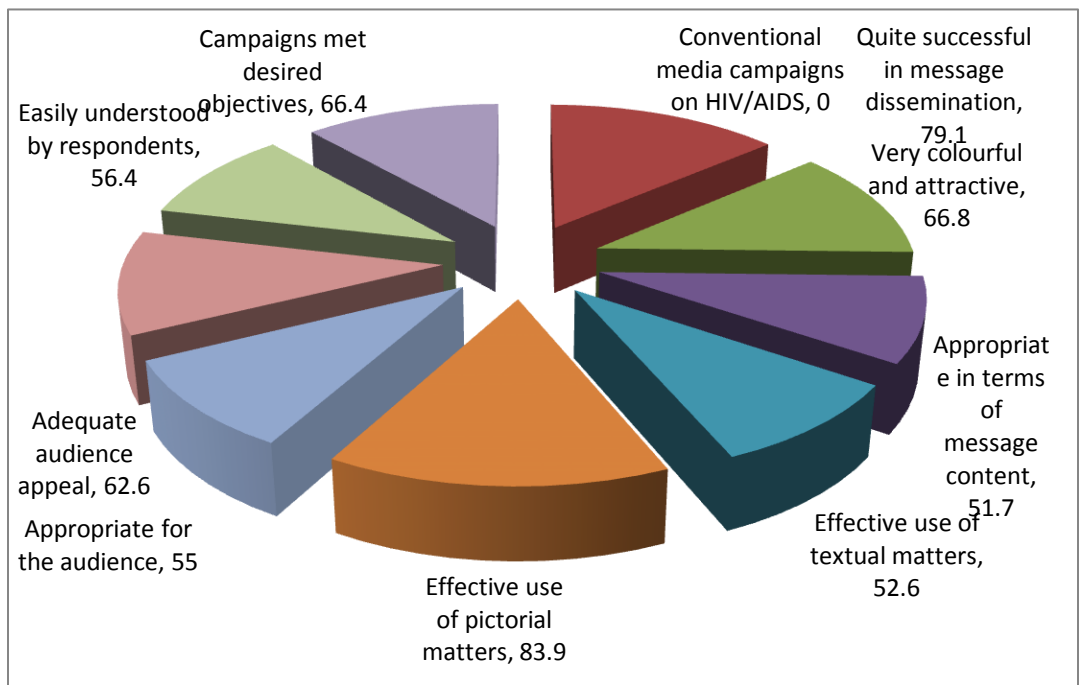
Figure-1. Conventional media campaigns on HIV/AIDS





For the more recent multimedia approaches as depicted in the chart overleaf, the conclusions are that the campaigns were quite successful in the dissemination of messages as attested to by 79.1% of the respondents. This submission is fuelled by the position of 83.9% who argued that there was effective use of pictorials in 3D; 66.8% on attractiveness of the colours employed; 66.4% on meeting campaign objectives and 62.6% on achieving adequate audience appeal. Multimedia HIV/AIDS campaigns were pointed out to be equally effective in message content, in usage of textual matters [although respondents prefer the audio presentation to the reading of the textual matters as this frees them to explore the visual and probably detract from the campaign objectives], in enhancing audience appeal and ultimately ensuring that the respondents easily understood the messages.

**Figure-2.** Recent multimedia campaigns on HIV/AIDS



Higher values recorded for conventional media campaigns in terms of effective usage of textual matters, appropriateness of message contents; being easily understood by the respondents and meeting campaign objectives are suggestive of the nature of multimedia designs which have the tendency to be more engaging and entertaining. This could, however, lead to a derailment in meeting set objectives as consumers of these designs could veer off by focusing on other factors such as appraising the visuals, audio quality, aesthetics and the likes to the detriment of the intended communication goals. This is where the idea of appropriate framing of the multimedia message comes in.

Each of the campaigns set out to achieve certain objectives in the areas of restriction to sex partners, effective use of condoms, sexual abstinence, avoidance of casual sex, avoidance of unscreened blood transfusion and testing for HIV/AIDS status. The responses are presented in Table 3 for the various streams. In the first stream, it could be asserted that the campaign objectives were adequately met, much in the same way as the second was better met.

**Table-3.** Percentage distribution of campaigns objectives met

<b>Characteristics</b>	<b>Frequency of responses</b>	<b>% of responses [N=211]</b>
<b>Conventional media campaigns on HIV/AIDS have helped in</b>		
Restriction of sex partners	119	56.4
Use of condom	165	78.2
Sexual abstinence	97	45.9
Avoid casual sex	101	47.9
Avoid unscreened blood transfusion	67	31.8
Test for HIV	43	20.4
Current use of condoms	96	45.5
Intention to use condoms	134	63.5
<b>Multimedia campaigns on HIV/AIDS have helped in</b>		
Restriction of sex partners	145	67.8
Use of condom	198	93.8
Sexual abstinence	87	41.2
Avoid casual sex	156	73.9
Avoid unscreened blood transfusion	76	36.1
Test for HIV	55	26.1
Current use of condoms	99	46.9
Intention to use condoms	175	82.9

Fifty-six point four percent (56.4%) of the respondents maintained that conventional media campaigns influenced their approach towards restriction of sex partners; 78.2% were well educated in the use of condoms; 45.9% inculcated sexual abstinence through the campaigns; and 47.9% and 31.8% said they were discouraged through the advertisements from casual sex and accepting unscreened blood during transfusion. The respondents equally asserted that the campaigns informed them on why they should test their HIV/AIDS status (20.4%); current use of condoms (45.5%) and enhanced their intentions to use condoms (63.5%). On the average, 48.7% concluded in these regards. In relation to recent multimedia campaigns, the 67.8% respondents said that the campaigns had ensured restriction in sex partners; 93.8% appropriate use of condoms; 41.2% prefer sexual abstinence; and 73.9%, the avoidance of casual sex. The campaigns in multimedia forms have helped in educating them on avoiding unscreened blood transfusion, 36.1%; testing their HIV/AIDS status, 26.1%; ensuring current and appropriate use of condoms, 46.9% and enforcing their intentions to use condoms during sex, 82.9%. The average positive/affirmative response here is 58.6%.

This could suggest that the use of multimedia approaches, with 58.6% responses, has proven more effective than the other conventional approaches with 48.7%; but then is there any relationship between the effectiveness of these approaches and how the respondents perceived the campaigns? This was tested and presented in the table below and the accompanying graph.

**Table-4.** Relationship between effectiveness and respondents' perception of multimedia approaches

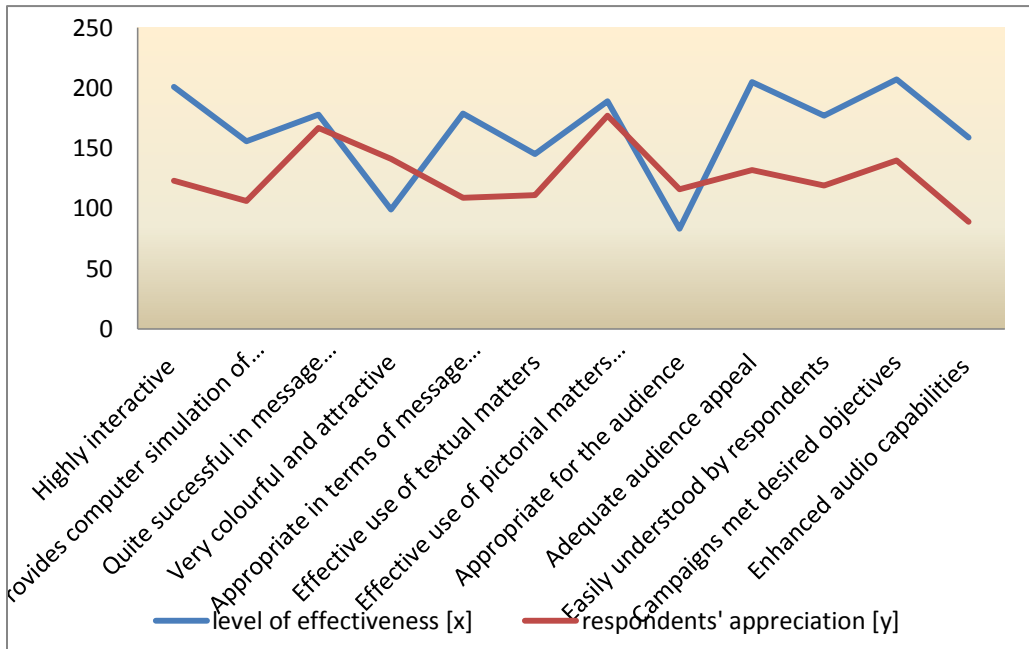
<b>Characteristics/appreciation index of multi-media approaches by south-south people</b>	<b>Level of effectiveness</b>	<b>Respondents' appreciation</b>
Highly interactive	201	123
Provides computer simulation of real life [virtualness]	156	106
Quite successful in message dissemination	178	167
Very colourful and attractive	99	141
Appropriate in terms of message content	179	109
Effective use of textual matters	145	111
Effective use of pictorial matters in 3 Ds	189	177
Appropriate for the audience	83	116
Adequate audience appeal	205	132
Easily understood by respondents	177	119
Campaigns met desired objectives	207	140
Enhanced audio capabilities	159	89

*Calculated Pearson Product Moment Correlation Coefficient = 0.2415*

The decision rule after computing the Pearson 'r' is if sampled calculated correlation of r (0.2415) is equal to or larger than ( $\geq$ ) critical r (0.5760), reject the null hypothesis (Ho) and adopt the alternate hypothesis and vice versa at 0.05 alpha levels on the two-tailed test. Degree of freedom is  $N - 2 = 10$ , where N is 12.

From the above, the null hypothesis is *rejected*, and the alternate hypothesis [that there is significant relationship between the effectiveness of multi-media approaches to HIV/AIDS campaigns and audience perception of the media in the south-south geopolitical zone of Nigeria] is *accepted*. Recall that the aggregate responses for other conventional media designs were 48.7% while for the multimedia design was 58.6% in terms of meeting campaign objectives. The relationship too is linear, that is as one value appreciates the other appreciates in same vein and vice versa. Respondents' appreciation of the indexes of multimedia approaches, from the graph below, indicates a more linear approach than the level of effectiveness which goes on to prove that there are likely other contending variables that enhance the effectiveness of these multimedia designs other than the way they are perceived. However, the most defined indexes that set out multimedia designs in terms of effectiveness are its high interactive abilities, effective use of pictorials in three-dimensional formats, enhanced audience appeal that is solicited for, appropriateness of the message to the designs and meeting of the campaign objectives. These reasons could aptly justify any returns in advertising revenue.

**Figure-3.** Graphic representation of multimedia effectiveness



This equally enhanced the theoretical base for the study which suggested that a frame is needed to organize otherwise fragmentary items of experience and information together to make sense for better audience appreciation, as well as confirm positions held above by scholars that the adaptation of multimedia approaches in campaigns would improve the quality of such messages for the right audience, here depicted as having adequate knowledge of multimedia designs. Creating the multimedia approach for HIV/AIDS campaigns in the south-south geopolitical zone of Nigeria involved appropriate selection and salience in the elements so identified as characterizing such designs. These were thus framed to provide better interactivity hence the need to appraise its effectiveness.

**Table-5.** Differences between respondents’ perception of conventional media & multimedia approaches to HIV/AIDS campaigns

Characteristics/ perception index of multi-media approaches by south-south people	Conventional campaigns	Multimedia approaches
Quite successful in message dissemination	79	167
Very colourful and attractive	58	141
Appropriate in terms of message content	133	109
Effective use of textual matters	143	111
Effective use of pictorial matters	67	177
Appropriate for the audience	75	116
Adequate audience appeal	64	132
Easily understood by respondents	149	119
Campaigns met desired objectives	158	140

Calculated Chi-Square = 122.894

The decision rule for the Chi square is if sampled calculated value (122.894) is equal to or larger than ( $\geq$ ) critical value (15.507), reject the null hypothesis ( $H_0$ ) and adopt the alternate hypothesis and vice versa at 0.05 alpha level on the two-tailed test. Degree of freedom is  $(c - 1)(r - 1)$ ,  $(9 - 1)(2 - 1) = 8$ . Therefore the null hypothesis is hereby *rejected* for the alternate hypothesis that there is significant difference between audience perception of HIV/AIDS campaigns in the conventional media and current multi-media campaigns approaches in the south-south geopolitical zone of Nigeria. This position emphasizes the responses already given in table 3 that aggregate that the multimedia designs are better accepted than the others. Several variables would have influenced the acceptance of the multi-media campaigns such as ability to recall previous conventional media campaigns, the values of using these media as compared to multimedia approaches, and a lack of understanding of the defining momentum for each of the media; Arens (2000) identified the various characteristics of the various media. Again it hinges on the argument of framing which underscores the fact that when messages are put within the context of the audience interpretative schemata, meanings are better understood and communication becomes more effective. Multimedia designs have given greater latitude to the designers of such communication; hence they could express themselves in better ways as emphasized by interactivity. The level of difference is equally expressed in the range between the calculated values and the critical values. The range of 107.4 is large enough to suggest that both campaigns options cannot be compared in the bid to bring out differences in perception, as the attributes of both are markedly different from each other.

## CONCLUSION AND RECOMMENDATIONS

Appraising multi-media approaches towards HIV/AIDS campaign in south-south Nigeria looked at how the respondents see the various HIV/AIDS campaign in the conventional media in relation to the approaches presented in multimedia forms. The study contends that despite the excessive and robust use of the conventional media in the dissemination of various HIV/AIDS campaigns, the dimension presented from the multimedia angle is better appreciated as the results indicate that multimedia designs are better understood, have greater audience appeal and are more effective in terms of meeting desired campaigns objectives.

The appraisal was done in terms of success in disseminating HIV/AIDS related messages and ensuring compliance; colour and the attraction that it holds for the consumers; appropriateness in terms of message content; enhanced use of graphics, pictures and textual matters; appropriateness of the approaches for the audience; ability of the message to be more easily understood and meeting of campaign objectives. All these, the study contends, were well met with the use of the conventional media designs, but were better achieved through the multimedia approach. It concludes that whatever gains and successes would have been recorded in the use of other approaches, multimedia approaches have better options and gains. Relationships exist between the way these designs are perceived and the level of effectiveness recorded by any of these designs;

and there are significant differences between how previous conventional designs are appreciated and how current multimedia approaches are perceived and appreciated.

The study thus recommended that despite the success recorded by the multimedia approach, there should be:

1. Better considerations for the textual matters should be given to multi-media designs, this would ensure that the same attention given the other graphic details is extended to the text. This would ultimately improve on the overall understanding of the message.
2. More focus on aesthetics to ensure audience appeal and enhance understanding.
3. Adequate considerations for issues such as hyperlink, scroll bar and animation to ensure that consumers of such interactive messages do not wander from the intended message especially if placed on the internet where pop-ups are likely to draw the surfer away from his objectives.
4. Messages for multimedia presentation should be adequately streamlined along the lines of stated objectives.
5. Efficient use of multimedia approaches in other areas of human endeavour should be encouraged as it has been proven that they effectively enhance understanding of the messages.

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